

## Message Text

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21

ACTION EA-07

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FM AMEMBASSY MANILA

TO USDOC WASHDC

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UNCLAS MANILA 11831

E.O. 11652: N/A

TAGS: BEXP, ABLD, RP

SUBJ: COUNTRY COMMERCIAL PROGRAM--BUSINESS SERVICES CENTER

REF MANILA 9463

1. RECENT VISIT OF C. MELVIN SONNE, REGIONAL MARKETING DIRECTOR FROM OIM, HAS PROVIDED OPPORTUNITY FOR CONSULTATIONS AND DISCUSSIONS OF COMMERCIAL PROGRAM. WE ARE PLEASED WITH RESULTS OF VISIT AND LOOK FORWARD TO COMMERCE DECISION ON SITE FOR APRIL SOLO SHOW.

2. AS FOR U.S. BUSINESS CENTER, WE DO NOT CONSIDER THIS LINKED WITH SITE FOR APRIL SOLO BECAUSE THIS FACILITY CAN STAND ON OWN MERITS. AS ADDRESSEES ARE AWARE, CHANCERY IS ATTRACTIVE SITE FOR PROMOTIONAL EVENTS, AND ONLY EVENT FOR WHICH AN ALTERNATIVE SITE IS BEING CONSIDERED IS THE APRIL SOLO.

3. EMBASSY SUPPORTING ELEMENTS, PRINCIPALLY ECONOMIC/ COMMERCIAL STAFF AND COMMERCIAL LIBRARY WITH ITS WTDR AND AGENCY FILES, HAVE BEEN OF CRUCIAL IMPORTANCE TO SUCCESS OF PROMOTIONAL EVENTS WHETHER HELD IN CHANCERY OR OFFSITE. THESE ELEMENTS ARE INTEGRATED INTO ECONOMIC/ COMMERCIAL SECTION, AND STAFF INTEGRATION IS NOW BEING EXTENDED TO PHYSICAL CO-LOCATION OF OFFICES AND COMMERCIAL LIBRARY AND WTDR FILES. CO-LOCATION PROVIDES FOR CONSIDERABLE UPGRADING OF FACILITIES AND IN ESSENCE CREATES COMMERCIAL RECEPTION AND LOUNGE AREA WHICH HAD NOT EXISTED BEFORE.

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THIS U.S. BUSINESS CENTER WILL BECOME FOCAL POINT OF INCREAS-

INGLY MORE EFFECTIVE SERVICES UNDER INTEGRATED SYSTEM AND ALSO WILL BE USED FOR OCCASIONAL STATIC DISPLAYS. WHENEVER COMMERCE-SPONSORED EVENT OR LOCAL AGENT SHOW IS MOUNTED, IT WILL BE SITED IN BALLROOM AND/OR CONFERENCE ROOM WITH US BUSINESS CENTER BECOMING, IN USTC PARLANCE, BUSINESSMEN'S LOUNGE AND OFFICES.

4. WE HOPE ADDITIONAL CLARIFICATION ABOVE WILL ASSIST COMMERCE TO OVERALL PROMOTIONAL PROGRAM AND DESIRABILITY FOR APPROPRIATE COMMERCE CONTRIBUTION. LETTER FOLLOWS.  
SULLIVAN

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